



CALIFORNIA DIVISION, INC. – IAAP

2009 – 2013 Strategic Plan

California Division, Inc. – IAAP has prepared a Strategic Plan to support and encourage the division, the chapters and the membership to be members in the Pathways to Excellence program of IAAP. In support of the IAAP Mission Statement, ‘...to enhance the success of career-minded administrative professionals....,’ the Division leadership focuses attention in the areas of communication, leadership development and membership recruitment and retention.

COMMUNICATION:

- ✓ Each Division Board member is a Chapter Contact for 4-5 chapters. (ongoing)
- ✓ In 2009, to increase communication with California Division members the Board created a document titled *California Division Board at Work for You* to recap each Board meeting and conference call, which is sent to chapter presidents for cascading to chapter membership. (ongoing)
- ✓ Division board members are encouraged to attend chapter, joint chapter and multi-chapter events to provide opportunities to network and build relationships with membership. (ongoing)
- ✓ California Division website is a resource for up-to-date information to membership and potential membership. (ongoing and developing)
- ✓ A *California Division membership* e-Group has been created on the IAAP-HQ web community to encourage discussion between members. (developing)

LEADERSHIP DEVELOPMENT:

- ✓ In 2007-2008 the President’s Meetings were developed by Northern and Southern chapter presidents. In 2009 these meetings were renamed **Leadership Forum** to encourage not only chapter leadership but anyone interested in future leadership to attend. (ongoing)
- ✓ The Leadership Forum is held every other month (in the North) and quarterly (in the South), facilitated by Division officers to provide chapter leadership a place to discuss challenges, successes, network and brainstorm. (ongoing)
- ✓ Leadership Professional Development event developed to provide tips, trends and techniques regarding leadership, Pathways to Excellence, officer overview, web community and parliamentary procedures. Session held in North and South. (ongoing)



- ✓ California Division officers send Leadership Tips/Teasers to Chapter Presidents for cascading to chapter membership. (ongoing) These will be posted to the California Division Website. (developing)
- ✓ Current Division officers are encouraged to mentor potential leadership candidates (developing)

MEMBERSHIP RECRUITMENT AND RETENTION:

- ✓ Communicate to members and potential members the benefits and value of membership in IAAP (ongoing)
- ✓ Continue the Division Recognition Awards Program as incentive for membership recruitment. (ongoing)
- ✓ Create a Division Recognition Awards Program for chapter membership retention. (developing)